



Learning about Key Person Replacement (KPR) insurance from Principal® is easy. This product profile outlines the key features you need to know to help clients.

How it works

A Key Person Replacement insurance policy helps protect a business from the total disability of an employee who's critical to its success. This coverage helps minimize the disruption to a business from losing a valued employee. Benefits are paid to the business and can be used as needed to help offset hiring costs, staffing needs and replacing revenue.

A key employee defined

- Critical to the livelihood of a small- to medium-size business
- Working 30+ hours a week (full-time)
- Employed for more than a year
- Does not own more than 50% of the business¹

Policy benefits

- Guaranteed premium rate to age 65
- Conditionally renewable to age 65
- Pairs well with key person life insurance
- Benefits can be paid in a lump sum or a combination of monthly and lump sum, and are generally received income tax-free

Policy discounts and built-in features

- Two discounts available:
 - 20% Multi-Life (based on sex-distinct rates)²
 - 10% Select Occupation³
- Interrupted Elimination Period
- Recurring Disability
- Waiver of Premium Benefit

Product and underwriting guidelines

- **Issue ages:** 18 to 55
- **Occupation classes:** 5A, 5A-M, 4A, 4A-M, 3A and 3A-M
- **Benefit payout:** Lump sum or combination of monthly and lump sum
- **Elimination (waiting) periods:** 90, 180, 365⁴ or 730⁴ days
- **Issue limits⁵:**
 - Lump sum: up to \$500,000 (\$5,000 minimum)
 - Monthly: up to \$20,000
 - Combination: up to \$750,000

Monthly benefit	Lump sum benefit	Total potential benefit
Elimination period	Elimination period	
	180-Day	\$560,000
90-Day	365-Day	\$680,000
	730-Day	\$750,000
180-Day	365-Day	\$620,000
	730-Day	\$750,000

Cost for coverage

Premiums are paid by the employer and are based on the key employee's:

- Age
- Gender
- Occupation
- Tobacco status
- State of residence
- Policy structure
- Discounts

Sample monthly cost for \$300,000 total benefit

Age	Male	Female
30	\$89	\$186
40	\$158	\$289
50	\$305	\$394

Assumptions: Michigan resident, \$100,000 annual salary, lump sum payout, 180 day elimination period, non-tobacco and 4A occupation class

Starting the conversation with clients

- **Discuss with life insurance clients** — Bring up this important coverage when discussing succession planning or having an annual review with clients that have purchased life insurance for key employees.
- **Stand out from your competition by offering comprehensive solutions** — Business owners are looking for ways to minimize risk. Help make sure they have all the proper disability solutions in place in the event of the unexpected — at a 20% Multi-Life Discount.
 - Individual Disability Income insurance and DI Retirement Security enhance an employee benefits package.
 - Disability Buy-Out (DBO) and Overhead Expense insurance help protect the business investment.

Example:

Two business owners purchase DBO insurance policies on each other and pay for a KPR policy on an employee (non-owner):

DBO + DBO + KPR = 20% discount

 **Let's connect** | Contact your local representative.

Not approved in all states. For details, visit principal.com/distateapprovals.

- ¹ If the insured is an owner, the business must be in operation for at least one year for fee-for-service businesses and three years for other business types.
- ² Available when three or more employees with a common employer purchase individual disability insurance from Principal. In Ohio, only Individual DI insurance and DI Retirement Security receive the discount or count toward the three-employee minimum. In written state of Montana, the discount is applied to gender-neutral, unisex rates.
- ³ Available for select 5A occupations, such as actuaries, architects, attorneys, CPAs, engineers, judges, executives earning more than \$60,000/year and more.
- ⁴ Available for lump sum benefit only. Note: If both monthly and lump sum benefits are applied for, the elimination period on the monthly benefit must be less than the elimination period on the lump sum benefit.
- ⁵ Benefits are up to maximums based on three times earned income for lump sum and three times maximum individual Disability Income benefit available.

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